

AMERICAN RECREATION COALITION
BEACON AWARDS

Purpose and Selection Criteria

During Great Outdoors Week 2010, the American Recreation Coalition (ARC) will award two ***Beacon Awards*** recognizing innovative use of technology in visitor services and recreation management. These awards are presented to individuals that, through experimentation with and use of new technologies and alternative communications channels, have developed initiatives to enhance the experiences of visitors, especially young people and “non-traditional” visitors, and improve recreation program management. The Beacon Awards Program is jointly administered by ARC and Federal agencies hosting more than a billion recreation visits annually. Recreation-related Federal agencies are asked to nominate two outstanding initiatives where new technologies provide improved, cost-effective solutions to recreation program needs. Selection of the agency nominees will be the responsibility of each participating agency; final selection of honorees will be done by a special panel assembled by ARC. Award criteria include:

- 1) Innovation in either use of technology for visitor services or use of technology for recreation management.
Maximum points: 50
- 2) Partnerships with for-profit and nonprofit organizations in the private sector.
Maximum points: 20
- 3) Efforts to share news of creative solutions within the agency.
Maximum points: 15
- 4) Community support for the work of this initiative, as reflected in awards, community boards and committees, etc.
Maximum points: 15

Selection of the honorees will be completed by May 15, 2010.

Recognition of honorees will occur during Great Outdoors Week 2010 (June 7-13, 2010).